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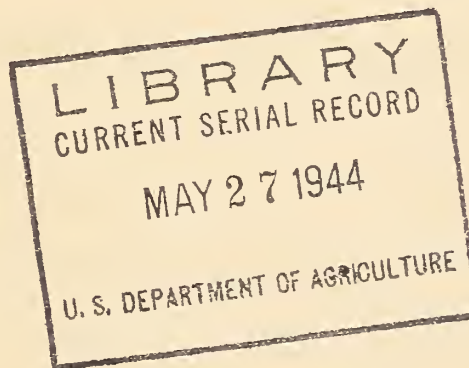
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CAMPAIGNS REPORT NO. 19

August 19, 1943

PRICE AND RATIONING CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
(See Campaigns Report No. 18 for pending materials. New material listed below.)		
Price lists for commodities sold by farmers. These are to be prepared by OPA district price officers and placed in hands of Extension Service County Agents for distribution.	OPA	Order to OPA district offices has gone out.
Bulletin on Use of Brown Stamps in War Ration Book III.	OPA	Will be distributed to field (Agr. and OPA) this week.
Radio Round-up on Food <u>Enter the Brown Stamp</u> <u>Beating the Ration?</u>	FDA-Cohan	Sent to field this week
Fact Sheets No. 36 - Bicycles No. 37 - Volunteer Job with OPA	OPA	Completed



OVERALL Food CAMPAIGN

Farm and Home Hour:

August 27 — "Better Marketing the World Over"	Thomsen, BAE	In preparation
Frederick L. Thomsen, BAE		

NETWORK BROADCASTS:

August 21 — CBS Country Journal, "U.S. Agriculture after the War" Dr. H. R. Tolley, BAE.	Bert Johnson, BAE	In preparation
August 21 — NBC* 3.30 p.m. on 50th Anniversary of National Association of Retail Grocers. "Food Outlook Today" Roy Hendricksen	Molohon, FDA	In clearance
August 22 — (Blue) "This is Official" Major Ralph Olmstead, (answering two questions: "Is WFA withholding food from people of liberated countries?" "Need to watch local markets for abundant supplies of foods like tomatoes and sweetpotatoes. Use 'em up"	Molohon, FDA	In preparation

# NUTRITION AND FOOD CONSERVATION CAMPAIGN

Subject	Assigned	Status
Checked nutrition articles which will appear in November issue of WOMAN'S HOME COMPANION, LADIES HOME JOURNAL, AMERICAN HOME.	Nichols	Finished
Checked soybean pieces McCALL'S, THIS WEEK	Leaming	Finished
Note on food waste and plenty of food for health in Washington letter TRUE CONFESSIONS	Nichols	September
Piece on bread enrichment out in PREDICTIONS	Nichols	Fall issue
LADIES HOME JOURNAL may run editorial on food waste based on research now under way in upstate New York	Wheeler	Tentative
Nutrition notes for various uses OWI	Fairfield	Finished
Material on bread enrichment and other cereal programs to Maddox NEA	Van Horn	Finished
Plug against food waste in August to women's page editors	Douglass	Finished
Vitamins for Victory - eggplant, cheese, food fallacies, tomatoes, etc.	Hagen	Finished
Radio Roundup on Soybeans	Cohan	Finished
Federal Food Reporter on cabbage ad invisible waster	Hoffman	Finished
INS radio story on soya products	Burns	Finished
"What's Your Idea?" program on food	Cohan	Finished
Consumer Time program on Community Canning	Ashman	Aug. 14
Farm & Home Hour "We're Still Wasting Food"	Holohon	Finished



FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Prepared press and radio materials for local use.	Lewis	In clearance
Distribution program on small engines for farm use.	Lewis	In clearance
Background piece on local activities to meet machinery shortage.	Lewis	In clearance
Release on salvage and re-use of agricultural bags.	Lewis	In clearance
Poster on use of high-analysis fertilizer	Lewis	In preparation
Report on converting tractors from steel wheels to rubber tires	Lewis	Completed
Information for campaign handbook	Lewis	Completed
Farm and Home Hour talk on machinery care and repair	Lewis	In preparation

ANTI-BLACK MARKETS CAMPAIGN

RADIO

Farm Flashes:

New Farm Slaughter Rules	Briggs, FDA	In clearance
Why We Grade Meat (1)	Briggs, FDA	In clearance

VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN

Radio

Victory Garden Program (Blue) - "Compost for the Victory Garden"	Hemphill Moore DuMars	In preparation for Aug. 23
Garden Gate (CBS) - "Small Fruits in the Victory Garden" (Dr. F. J. Cullinan)	Worcester	In preparation for Aug. 21

PRESS

Garden greens for vitamins	Pundt	Immediate release
Canning questions and answers	Pundt	In clearance

FARM LABOR CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>RADIO</u>		
Farm and Home Hour, August 24 "Work on a Farm - You Won't Regret It." Wallace Kadderly and Vera Durham	Durham	In preparation
Other Network Broadcasts: Blue— "This is Official" August 22 — "What can I do to help harvest crops". (material furnished)	Hancock	Prepared
<u>INS and PA</u>		
Five Fields Foothold Fight Farm Flashes	Fox, FSA	Cleared
Mother Beck, Farm Warrior	Fox, FSA	Cleared
<u>FOOD INFORMATION SERIES, LEAFLETS, ETC.</u>		
Discussion Guide on Farm Labor	Benton	At printers
List of Materials for use in Farm Labor Campaign	Fulghum	In preparation
Background information on interstate and foreign labor		In clearance
General overall Q & A on Farm Labor	Hancock	In preparation
September Farm Labor Jobs	Hancock	In preparation
"How States are Meeting the Farm Labor Problem" (A few local examples) F.I.S.No.54	Hancock	Submitted for mimeographing
<u>FEATURES</u>		
General Statement Reporting Progress	Hancock	In clearance
<u>VISUAL</u>		
Volunteer Land Corps Film	Bennett	In clearance
Poster, Help Harvest	Sill	At Printers

PRODUCTION GOALS CAMPAIGN

PRESS

1943 Stem Rust Damage Confined to Local Areas	BE&PQ	Cleared
Statement to accompany photographic story of work of the U. S. Cotton Ginning Laboratory at Stonyville, Miss.	BPISAE	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>RADIO</u>		
<u>Farm Flashes</u>		
Picking Cotton to Help Soldiers	Briggs, FDA	In clearance
Early Marketing of Cattle	Rowe, FS	" "
Tips on Saving Forage	Rowe, FS	" "
Protecting Cattle Hides	Reynolds, OI	" "
How to Skin Cattle	"	" "
Sheep Shearlings	"	" preparat
Farm Storage of Soybeans	"	" "
Handling Soybeans	"	" "
Turkeys for Army	Fox, FSA	Cleared
Little Big Sorghum Maker	" "	"
Picking Cotton Damp	Briggs, FDA	" clearance
Tomatoes from Waste Land	Fox, FSA	" preparat
Handling Sweetpotatoes	Reynolds, OI	Cleared
<u>INS and PA</u>		
Early Marketing of Cattle	Rowe, FS	In clearance
Small Farmer's Diversified Crops	Fox, FSA	" preparat
Soybeans -- Food for Fighters	Burns, FDA	Cleared
<u>NETWORK BROADCASTS</u>		
<u>CBS - Country Journal</u>		
Aug. 21 -- "Livestock Disease Control" Dr. Arthur W. Miller, Chief, BAI	Erskine, BAI	In preparat
<u>Farm and Home Hour</u>		
Aug. 23 - "Meat & Poultry Products in Freezer Lockers." Wallace Kadderly	Burch, ARA	In clearance
Aug. 24 -- "1944 Wheat Goals" W. E. Dodd, Chief, A.A.A.	Heinen, ARA	In preparati
Conservation farming rotogravure to 37 National Newspapers.	Beckman	Ini preparation
Seven articles on Food Production subjects for Western Newspaper Union.	Beckman	In pre- paration
Drawing and photograph on farm implements to SUCCESSFUL FARMING.	Beckman	In pre- paration
Photo story on Conservation Studies by Brazilian Visitor to ACME Newspictures.	Beckman	Mailed

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Dry bean shipping illustrated story to Wide World Photos.	Beckman	Mailed
Six Photographs to James Mock, Author, for use in book on Post-War Reconstruction.	Beckman	Delivered
Six photographs for OPA Film-strip on Farm Production.	Beckman	Delivered